CLAIMS

Please amend the claims as follows.

1. (Currently amended) A method comprising:

accessing ~~formatting~~ a Business to Business (B2B) exchange ~~that represents an electronic marketplace according to received communications originating from different participants of the electronic marketplace, the received communications respectively indicating~~ indicates predetermined purchasing or selling criteria for ~~the~~ different participants of an electronic database;

analyzing the B2B exchange ~~formatted with the identities of the different participants and their respective predetermined criteria~~ to match first predetermined criteria for a first buying party identified in the B2B exchange with second predetermined criteria for a second selling party identified in the B2B exchange~~, the matching occurring according to the predetermined criteria indicated in the B2B exchange for the first and second parties~~;

establishing a voice communication session directly between the first buying party and the second selling party responsive to the matching, the voice communication session initially established between only the first buying party and the second selling party without any call center agents initially included in the voice communication session;

establishing a web-based collaboration session between the first buying party and the second selling party through a mutual Uniform Resource Locator (URL) ~~simultaneously with and~~ while the voice communication is active and responsive to the matching, the web-based collaboration session initially established between only the first buying party and the second selling party without any call center agents initially included in the web-based collaboration session;

wherein the sessions are established based on the matching and independently of any request by the first buying party to establish a communication session with the second selling party and independently of any request by the second selling party to establish a communication session with the first buying party;

if the first and second parties agree on a transaction based on the predetermined criteria indicated in the B2B exchange, completing the transaction and terminating the sessions without any call center agents having joined either of the sessions; and

if either of the first and second parties input an invitation for a call center agent over either of the sessions, signaling an available call center agent to join one or both of the sessions to facilitate transaction completion;

wherein accessing, analyzing, establishing, signaling, and transaction completion are performed in an integrated software communication platform that is electrically coupled to the B2B exchange.

~~upon request, providing current market information of a business deal to said first party and said second party using the web-based collaboration session and the mutual URL; and~~

~~transacting said business deal between the first buying party and the second selling party through both the voice communication and the web-based collaboration session, wherein the formatting, analyzing, establishing, providing and transacting are performed in an integrated software communication platform that is electrically coupled to the B2B exchange.~~

2.   (Currently amended) The method of Claim 1 further comprising:

recording negotiations transferred between the parties <u>over the web-based collaboration session</u> ~~using the mutual URL~~ for memorializing <u>the completed</u> [[a]] transaction ~~corresponding to the business deal~~; and

providing the memorialized transaction to one or both of the <u>parties</u> ~~parities~~ responsive to a <u>record</u> request from either one of the parties.

3.   (Currently amended) The method of Claim 1 further comprising sending one or more instant messages to one or both of the parties responsive to the matching<u>, the instant messages</u> ~~and~~ for establishing the web-based collaboration session.

4.   (Currently amended) The method of Claim 1 further comprising sending one or more emails to one or both of the parties responsive to the matching<u>, the sent emails including links that are configured to, when accessed,</u> ~~to~~ remotely launch one or more web applications used for the web-based collaboration session.

5.　　　(Previously Presented) The method of Claim 1 further comprising providing video conferencing, web meeting, instant messaging, and internet collaboration integrated within the software communieation platform.

6.　　　(Previously Presented) The method of Claim 5, wherein the web-based collaboration includes page sharing, follow-me, form share, text chat, application demonstrations, application sharing, whiteboarding, and seek-and-find features.

7.　　　(Cancelled)

8.　　　(Previously Presented) The method of Claim 1, further comprising utilizing seek-and-find technology to locate the parties after the matching.

9-10.　(Cancelled)

11.　　(Currently amended) <u>An apparatus</u> A system comprising: [[:]]
　　　means for identifying a first party indicating a first preset transacting criteria;
　　　<u>means for matching second preset transacting criteria to the first preset transacting criteria, the second preset transacting criteria corresponding to a second different party;</u>
　　　means for identifying, from a plurality of other parties, a second party indicating a second preset transacting criteria that corresponds to the first preset transacting criteria;
　　　means for determining <u>if</u> whether the first and second parties indicate a preference for an automated machine-to-machine transaction <u>is to be executed responsive to the matching</u>, and <u>if</u> <u>the automated machine-to-machine transaction is to be executed,</u> immediately executing the automated machine-to-machine transaction based on the first and second preset transaction criteria when the parties indicate the preference;
　　　means for transferring Uniform Resource Locator (URL) information to the parties for establishing a web-collaboration session between the first and second parties responsive to identifying the parties when the automated machine-to-machine transaction is not executed<u>, the</u>

web-collaboration session to be established initially without any call center agents included in the web-collaboration session;

means for signaling a call center agent to join the web-collaboration session and facilitate manual transaction completion responsive to an invitation from one of the parties;

means for recording negotiations that are transferred through the URL between the parties and that are for manually completing the transaction ~~finalizing a manually completed transaction~~ between the parties when the automated machine-to-machine transaction is not executed, the recorded negotiations including any communications from the parties and the call center agent; and

means for providing the recorded negotiations to one or both of the parties ~~parities~~ responsive to a record request from either party ~~when the automated machine-to-machine transaction is not executed~~.

12.   (Cancelled)

13.   (Currently amended) The apparatus ~~system~~ of Claim 11 further comprising means for monitoring packetized workflow procurement process communications exchanged between the parties ~~parities~~ to determine whether final receipts are sent to indicate consummation of the manually completed transaction, and when the manually completed transaction is not consummated, identify one or more exceptions responsible for disrupting consummation of the manually completed transaction.

14.   (Currently amended) The apparatus ~~system~~ of Claim 13 further comprising:

means for accessing a database that lists both potential distributees for the generated notification including agents corresponding to the parties and business information corresponding to the agents;

means for generating, using the database and according to the business information, a ranked listing of the agents for intelligently distributing the generated notification; and

means for distributing a notification to one or more of the agents intelligently according to the ranked listing to resolve the exceptions identified by monitoring the packetized workflow procurement process communications.

15.   (Currently amended) The <u>apparatus</u> ~~system~~ of Claim 11 further comprising means for providing video ~~conferencing~~, web meeting, instant messaging, and internet collaboration for conducting the web collaboration session.

16.   (Currently amended) The <u>apparatus</u> ~~system~~ of Claim 15, wherein the internet collaboration includes means for page sharing, follow-me, form share, text chat, ~~application~~ demonstrations, application sharing, whiteboarding, and seek-and-find.

17.   (Cancelled)

18.   (Currently amended) An apparatus, comprising:
one or more processors; and
a memory coupled to the processors comprising instructions executable by the processors, the processors operable when ~~executing~~ the instructions to:
<u>identify first transaction criteria corresponding to a first party;</u>
analyze an exchange to <u>identify second transaction criteria that matches with the first transaction criteria, the second transaction criteria corresponding to a second party</u> ~~identifying purchasing criteria that corresponds to selling criteria~~;
~~locate a first party associated with the purchasing criteria and a second party associated with the selling criteria;~~
<u>send communications to both an endpoint corresponding to the first party and an endpoint corresponding to the second party, the communications including a mutual URL, the communications sent proactively and independently of any requests from one party identifying the other party;</u>
<u>establish the web-based collaboration session between the parties if both the endpoints launch web applications responsive to receiving the communications including the mutual URL, the web-based collaboration session initially established without any call center agents included in the web-based collaboration session;</u>
~~initiate establishment of a web-based collaboration session between the first party and the second party by remotely launching a first web application local to the first party and a~~

~~second web application local to the second party, said remote launching of the web applications~~
~~occurring responsive to locating the first party having the purchasing criteria that corresponds to~~
~~the selling criteria;~~

after establishing the web-based collaboration session, provide current market
information of a business deal to said first party and said second party through ~~using~~ the web-
based collaboration session; ~~and~~

transact said business deal between the first party and the second party through the web-
based eollaboration session[[.]] without signaling for any call center agents to join the web-based
collaboration session at any time between session establishment and deal transaction if no
invitations are received; and

responsive to receiving an invitation from one of the parties over the session, signal a call
center agent to launch the web application and join the web-based collaboration session, and
after the call center agent joins, transact the deal between the first party and the second party.

19.   (Currently amended) The apparatus of Claim 18, wherein the processors are
further operable to determine whether an automated machine-to-machine transaction is to be
completed responsive to the matching, and if the machine-to-machine transaction is to be
completed, completing the automated ~~to complete a~~ machine-to-machine transaction based on
the purchasing and selling criteria without manual involvement from the parties ~~when one or~~
~~both of the parties indicates a preference for the machine-to-machine transaction~~.

20.   (Previously Presented) The apparatus of Claim 18, wherein the processors are
further operable to record communications sent by the parties through the web applications for
providing an audit trail of the transacted business deal.

21.   (Previously Presented) The apparatus of Claim 18, wherein the processors are
further operable to cause a same navigation target Uniform Resource Locator (URL) to be
provided to the launched web applications to establish the web-based collaboration session
between the parties.

22. (Previously Presented) The apparatus of Claim 18, wherein the processors are further operable to remotely establish video conferencing, web meeting, instant messaging, and internet collaboration directly between the parties.

23. (Previously Presented) The apparatus of Claim 22, wherein the internet collaboration includes page sharing, follow-me, form share, text chat, application demonstrations, application sharing, whiteboarding, and seek-and-find features.

24. (Cancelled)

25. (Previously Presented) The method of Claim 1, wherein said establishing voice communication further comprises:
remotely establishing a video communication session directly between the first party and the second party.

26. (Previously Presented) The system of Claim 11, further comprising means for remotely establishing a video communication session directly between the first party and the second party.

27. (Previously Presented) The apparatus of Claim 18, wherein the processors are further operable to:
establish video communication directly between the first party and the second party.

28-29. (Cancelled)

30. (Previously Presented) The system of claim 13 further comprising:
means for determining whether the identified exceptions are a first flagged type that occurs when a sending application involved in the web-based collaboration session does not receive a confirmation within a predetermined time period, a second flagged type that occurs when either one or more networks for the parties are unable to transfer one or more of the packetized workflow procurement process communications, or a third flagged type that occurs

when the packetized workflow procurement process communications include an out of bounds security parameter;

generate the notification when the identified exceptions are one of the flagged types; and

format the generated notification to indicated the determined flagged type.

31. (Currently amended) The system of claim 30 further comprising:

means for comparing the determined flag type to the business information for ranking potential target the agents for intelligent distribution of the generated notification[[.]]; and

means for distributing the generated notification according to the target agent ranking.